

BRIAN PORTER

DIRECTOR OF EXPERIENCES

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Design System

Portfolio

My career consists of 20+ years of pushing the limits of digital experiences and building businesses. I'm best known for co-founding iFactr, a cross-platform mobile software company, acquired by Zebra Technologies. I've designed and built products, services, and frameworks for **3M, Allergan, Boston Scientific, Ecolab, FedEx, Lowes, Medtronic, Merck, Target, Walmart, the USPS**, and changed the world with innovative experiences, like Zebra's SmartLens. I typically fill the principal product/service design UX role for startups, retail, healthcare, & AI projects.

Expert in Design Systems having single handedly designed, built, and documented the highly detailed [ABLE.app](#) framework as an elegant solution for the construction of apps that deliver a unified atomic design experiences across mobile, tablet, web & desktop platforms

Hands-on Leader who thrives in a fast-paced environment with extensive experience working in matrix and geographically dispersed markets alongside executive leadership, product, and development teams

Team Builder with a combination of an empowering and motivational style of leadership. Proven track record for creating dynamic cross functional teamwork to drive new areas of innovation and business expansion

Results Driven by combining clear strategic vision and innovation with execution we achieved record growth for 6 consecutive quarters while at Zebra Technologies

PROFICIENCIES

User Experience & Mobile Strategy | Design Systems Expert | Retail Futurist

Service Design | Web3 Strategist | Design Thinker | Lean Startup

EXPERIENCE & ACHIEVEMENTS

BUCCA 2017-Present

Consulting for product/service UX design and development teams under my consulting corp. Bucca, specializing in web3, retail, logistics, and healthcare service design. Taking business ideas to fully functional product and service UX designed digital experiences.

Product Design Advisor

- Product Design UX Advisor – Catalyst for change and innovation for multiple top tier B2C/B2B and web3 projects
- Product Owner – Guided the launch of an enterprise APIs DaaS platform featuring blockchain solutions
- Sr. Product UX Designer – Led strategic design of a modular portal for in-store communication systems (Lowes)
- UX Design Principal – A customer-centric web3 take on the retailer relationship, managing the C2B product lifecycle with blockchain
- Framework Architect – Building & iterating on the [ABLE design system](#) following atomic design principles using Figma & React

ZEBRA TECHNOLOGIES 2015-2017

Zebra builds tracking technology and solutions that generate actionable information and insight, giving companies visibility into their businesses, giving physical things a digital voice as a cornerstone to the Internet of Things.

Director of Experiences 2016-2017

Promoted to take the lead on providing a visionary outlook for application solutions across the company's global portfolio. Led the user experiences team for a large portfolio of service designs initiatives, ensuring they met strategic business and user experience objectives.

- Regularly trusted to deliver visionary retail experiences to C-level executives at Fortune 50 companies (Target & Walmart)
- Re-envisioned health care experiences using the company's tech. to reduce errors, and increase efficiency (Medtronic, Merck)
- Established the "Experiences" practice within the organization delivering service design solutions strictly for top tier customers
- Proposed the vision of "Real-time Workflow Optimization" to senior leadership, which became one of the company's top initiatives

App Services - Offer Manager 2015-2016

After the acquisition of iFactr, I establish the new global app services portfolio as Zebra shifted gears from a purely hardware centric organization to incorporate software solutions and consulting services to address Healthcare, Retail, Manufacturing and T&L sectors.

- Oversaw the transition of our team of UX/Devs. to establish the app services and solutions division
- Designed progressive sales communication methods to educate and motivate teams on new service and solution offers, receiving the Company's Leadership Award (a peer recognition given out for exceptional work efforts)
- Demonstrated the value of sales through UX to establish the vision of the possible and unlock deals with customers
- Drove communication across matrixed teams to introduce and demonstrate the resources and capabilities available in App Services

IFACTR 2010-2015

Mobile application design and development services agency delivering cross-platform solutions for enterprise organizations using our cross platform mobile platform. Zebra Technologies acquired iFactr and its SaaS framework to add software and solutions to their hardware portfolio.

Co-Founder | Chief Creative Officer

Head of marketing and user experience for a cross platform mobile enterprise software platforms. Using lean startup, growth hacking and design thinking methodologies we grew the business from a few lines of code to Fortune 500 acquisition in five years.

- Architect of the software's UI/UX design system across its 7 native desktop and mobile experiences
- Served as the lead UX architect on Apple's largest iPad enterprise app deployment of 2010 (Medtronic)
- Received a patent for mobile app modernization methods and apparatus
- Contributor to "iPad in the Enterprise" an enterprise strategy book, writing the user experience design chapters
- Mentored and managed a direct team of UXer's constructing cross-platform rapid prototyping processes across multiple teams

BOSTON SCIENTIFIC 2007-2010

Worldwide developer, manufacturer, and marketer of medical devices whose products are used in a range of interventional medical specialties.

Lead Technical Developer

Architect and technical lead of a self-contained client-side mobile application "SalesSource" built to auto-sync time sensitive, business critical initiatives globally across the organization. Working with multiple internal business units I acted as the bridge to the sales force managing the platform.

EDUCATION & SKILLS

UNIVERSITY OF WISCONSIN – STOUT

Business major with a minor in Art, concentration in Information Technology, with an emphasis on Industrial & Graphic Design

Mac, Windows, iOS, Android, Material Design/Atomic Design, React, React Native, Flutter, HTML, CSS, JavaScript, GitHub, Figma, Sketch, InVision, Zeplin, Miro, Adobe Creative Suite, Trello, Atlassian, Jira, Slack, Zoom, Teams

ACHIEVEMENTS & FACTS

- Two-time Zebra STAR award winner, a peer voted recognition for outstanding innovation
- Acquisition of iFactr, building that team, and my continued work on open-source frameworks
- Received multiple patents for mobile app modernization methods and apparatus
- World's Largest iPad App Deployment 2010 - The year of the iPad
- My team being the two-year winner (2010-11) of the Medtronic CIO award for Innovation in the field

LINKS

[Portfolio](#) | [Design System](#) | [Video Playlist](#)